Expected cost of the proposed second channel

2054. SHRI M. M. HASHIM: Will the Minister of INFORMATION & BROADCASTING be pleased to state:

(a) what is the expected cost of the proposed second channel in Doordarshan;

(b) whether a cost benefit analysis has been done of such a proposal;

(c) whether there is any proposal to improve the first Channel of Doordarshan; and

(d) if so, what steps are being taken to improve the existing first channel of Doordarshan?

THE DEPUTY MINISTER IN THE MINISTRY OF INFORMATION AND BROADCASTING (KUMARI GIRIJA VYAS): (a) As per the Preliminary Estimates, the approximate cost for establishment of Second Nation-wide TV Channel (N-2) is about Rs. 2460 crores.

(b) No, Sir, The need for such an analysis has not been felt because immense social benefits would accrue from this Channel cannot be determined.

(c) and (d) It is the constant endeavour of Doordarshan to improve upon the contents and formats of their programmes so as to sustain viewers' interest.

Impact of foreign T.V. channels on Doordarshan

2055. SHRI MENTAY PADMANABHAM: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) what is the impact of various foreign T.V. Channels operating in India on Doordarshan;

(b) whether it is a fact that there has been a steep decline in the number of viewers of Doordarshan T.V. programmes;

(c) whether there has been a corresponding loss in revenue from advertisements; and

(d) what steps are proposed to be taken by Government to upgrade the quality of Doordarshan programmes?

THE DEPUTY MINISTER IN THE MINISTRY OF INFORMATION AND BROADCASTING (KUMARI GIRIJA VYAS): (a) and (b) There is no discernible evidence of a steep decline in the viewership of Doordarshan programmes. Programmes from CNN, STAR TV etc. are available only to those viewers who have installed suitable Dish Antenna.

(c) No, Sir.

(d) It is Doordarshan's constant endeavour to telecast more interesting and entertaining programmes leading to generation of more revenue and to sustain viewers interest as well.

Inadequate Emoluments to staff Artist of Bombay and Calcutta Doordarshan

2056. PROF. SAURIN BHATTACHARYA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that temporary staff|staff artists|producers of tele-films of Bombay and Calcutta Doordarshan are being given remuneration|salary|emoluments equal to 10 days work or working in totally for a month or so;

(b) whether representations were submitted by these artists|producers long back to Government for a fair deal of their worth;

(c) whether Govt. have taken any reasonable view in the matter;

(d) if so, what are the details thereof; and

(e) what corrective action is being proposed to be taken in the matter?